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ORDER

Print Date 10/23/12

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Flight Dates 10/24/12-10/30/12

Contract / Revision 315657 /

Original Date / Revision
10/23/12 10/23/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

OH US SEN JOSH MANDEL 10.24-1

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 3053

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	29	\$19,592.50	\$23,050.00	0.00	10/01/12	10/28/12	29	\$19,592.50	\$23,050.00
November 2012	14	\$12,495.00	\$14,700.00	0.00	10/29/12	10/30/12	14	\$12,495.00	\$14,700.00
Totals	43	\$32,087.50	\$37,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/24/12	10/30/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	11111--					5	\$400.00		0.00			
N 2	WCPO	10/24/12	10/30/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	11111--					5	\$400.00		0.00			
N 3	WCPO	10/27/12	10/27/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00



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Contract / Revision 315657 Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product OH US SEN JOSH MANDEL Estimate # 3053

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	10/27/12	10/27/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					2	\$300.00		0.00			
N 4	WCPO	10/27/12	10/27/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					1	\$375.00		0.00			
N 5	WCPO	10/28/12	10/28/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$375.00		0.00			
N 6	WCPO	10/28/12	10/28/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$1,000.00		0.00			
N 7	WCPO	10/24/12	10/30/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	-11-1--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-11-1--					3	\$800.00		0.00			
N 8	WCPO	10/24/12	10/30/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11111--					5	\$1,000.00		0.00			
N 9	WCPO	10/24/12	10/30/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11111--					5	\$1,000.00		0.00			
N 10	WCPO	10/24/12	10/30/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11111--					5	\$1,000.00		0.00			
N 11	WCPO	10/28/12	10/28/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$600.00		0.00			
N 12	WCPO	10/29/12	10/29/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-----					1	\$4,500.00		0.00			
N 13	WCPO	10/28/12	10/28/12	Sunday Prime A AFHV	CM	7-8p	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$2,500.00		0.00			
N 14	WCPO	10/24/12	10/30/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11111--					5	\$900.00		0.00			
N 15	WCPO	10/28/12	10/28/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **315657** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **3053**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WCPO	10/28/12	10/28/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/12	10/30/12	-----S					1	\$900.00		0.00			
N16	WCPO	10/27/12	10/27/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/12	10/30/12	-----S-					1	\$1,000.00		0.00			
Totals														43	\$37,750.00